

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



a 52/  
A 87F3

# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330  
Letter No. 2561 June 5, 1992

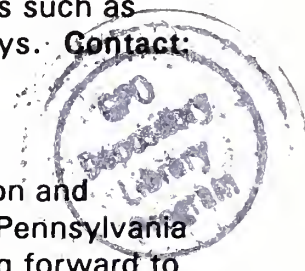
**EXPORT FORECAST SECOND HIGHEST ON RECORD** -- USDA has raised its forecast for 1992 U.S. ag exports to \$41 billion, up \$1 billion from the February Outlook. Secretary of Agriculture **Edward Madigan** said the figure is the second highest ag export value ever, surpassed only by the fiscal 1981 figure of \$43.8 billion. "The overall 1992 export outlook has improved for U.S. soybeans, coarse grains, livestock products and horticultural products," Madigan says. "This improvement shows that U.S. farmers can't be beat when it comes to providing high-quality foods and feeds at competitive prices." Contact: **Stephen MacDonald** (202) 219-0882.

**NET CASH FARM INCOME UP** -- USDA economists say 1992 net cash farm income will be up. Production expenses have eased and government payments have increased since the April forecasts, raising net cash income to a projected \$51 to \$58 billion from \$49 to \$55 billion (April projection). Wheat cash receipts are likely to be 25 to 30 percent higher than last year. Total cash receipts from food grains are projected to be the highest in 7 years. Cash receipts from fruit and nuts are likely to push past \$10 billion, a new record. Dairy receipts will be up from a year ago. Contact: **Bob Dubman** (202) 219-0809.

**USDA PUBLIC MEETING** -- Deputy Secretary of Agriculture **Ann M. Veneman** will hold a USDA public meeting in Columbia, S.C., June 12 to hear how producers think USDA can improve its services. The effort is part of Secretary of Agriculture **Edward Madigan's** "Let Farmers Be Farmers" initiative, which is aimed at improving USDA's efficiency. Contact: **Eric Ruff** (202) 720-4623.

**AFRICANIZED HONEYBEES TO SPREAD** -- Africanized honeybees can be expected to spread to as many as four more states -- Arizona, California, New Mexico and Louisiana -- over the next 18 to 24 months, **Anita Collins**, a USDA geneticist says. Collins heads USDA's Honey Bee Research Unit in Weslaco, Texas. How quickly the Africanized honeybees spread will depend on the weather and on geographic obstacles such as desert areas that offer no food or shelter to the swarming bees, Collins says. Contact: **Anita Collins** (512) 969-4870.

**RURAL REVITALIZATION** -- USDA has expanded six Resource Conservation and Development Areas in six states -- Arizona, Arkansas, Michigan, Nevada, Pennsylvania and Texas -- as part of USDA's rural revitalization efforts. "We are looking forward to working with more communities as we assist local people in improving their economy and the environment," says **William Richards**, chief of USDA's Soil Conservation Service. Contact: **Ted Kupelian** (202) 720-5776.



**STRUCTURAL CHANGE IN FARM SECTOR** -- The trend toward fewer but larger farms continued during the turbulent 1970's and 1980's, but more slowly than during the previous two decades, USDA ag economists **Donn A. Reimund** and **Fred Gale** say in a new USDA publication -- "**Structural Change in the U.S. Farm Sector, 1974-87: 13th Annual Family Farm Report to Congress.**" Farm business returns and farm household income are comparable with their non-farm counterparts. Farm households are wealthier than the average American household, but farm businesses are much smaller than businesses in other industries. **Contact: Donn A. Reimund (202) 219-0522.**

**NEW WHEATGRASS BOOSTS PROFITS** -- The legacy of a long-dead Soviet scientist is coming to life with the release of **Manska**, a new wheatgrass for grazing that could put extra pounds on steers and extra dollars in cattle producers' pockets. Seeds for **Manska**, which takes its name from a contraction of "**Mandan**" and "**Nebraska**," were donated to the U.S. in 1936 by **Nikolai Ivanovich Vavilov**, the Russian germplasm pioneer. Vavilov died in 1943 in a Siberian labor camp. Commercial seed of **Manska** should be available to farmers by 1993. **Contact: Kenneth P. Vogel (402) 472-1564.**

**ZERO ARP FOR WHEAT** -- Secretary of Agriculture **Edward Madigan** has announced a zero percent acreage reduction program for the 1993 wheat crop. "We want our farmers to recognize the commitment to exports behind this decision," Madigan said. "We will continue to be a reliable supplier of wheat and we will sell that wheat into world markets. We are committed to being competitive, using the Export Enhancement Program and all other export promotion authorities at our disposal." **Contact: Ray Waggoner (202) 720-8206.**

**POULTRY IMPROVEMENT MEETING** -- The biennial National Poultry Improvement Plan Conference will be held June 29-July 2 in Colorado Springs, Colo. The conference gives participants the opportunity to tell USDA about past success and future direction. Scheduled topics include changes in the pullorum testing procedures and the use of a federally licensed *Salmonella enteritidis* vaccine for some breeding chickens. **Contact: Alan Zagier (301) 436-7799.**

**NEW POTATO A REAL CHIPPER** -- **Costal Chip**, a new potato for making chips, will be good news for growers if it's a hot summer, says **Kathleen G. Haynes**, a USDA plant geneticist. "We're hoping Coastal Chip will fill the market gap that can occur when growers have problems with **Atlantic**, the most popular variety now used for potato chips in the Northeast," she says. The new variety was used by some growers in the 1990 and 1991 crop years and is expected to be planted on a larger scale this year. **Contact: Kathleen G. Haynes (301) 504-7405.**

*Editor: Marci Hilt Phone: (202) 720-6445  
Fax: (202) 690-2165  
Ag NewsFAX (202) 690-3944*



## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1826** -- On this edition of **Agriculture USA**, Doug Wakefield and eight members of the agricultural attache service highlight foreign markets where U.S. exports are doing well. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1308** -- The role of the U.S. Department of Agriculture; a recession-proof business; shrimp imports stir debate; rejuvenate, recycle, reuse; nutrition; old habits die hard. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS AND FEATURES #1817** -- USDA News Highlights; North American free trade negotiations; U.S. tobacco trade; no silver bullets; timeliness of the cotton operation. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1523** -- Africanized bees to spread; living with Africanized bees; bees and the educated consumer; bees and repellents; non-parch peanuts. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Mon., June 15, milk production, Asia outlook; Tues., June 16, crop/weather update, sugar situation; Thurs., June 18, ag outlook; Fri., June 19, cattle on feed; Mon., June 22, catfish, livestock/poultry update; Tues., June 23, poultry production, ag trade update, crop/weather update; Wed., June 24, ag resources outlook; Thurs., ag chemical usage, cherry production. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EDT, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES** -- Pat O'Leary reports on fishing in National Forests; DeBoria Janifer on the upcoming western forest fire season; Will Pemble reports on how trees can slow global warming.

**ACTUALITIES** -- Secretary of Agriculture Edward Madigan on GATT issues; USDA chief meteorologist Norton Strommon on crops and weather; Bob Skinner, USDA economist on cotton and wool production; USDA conservationist John Warner on the western water outlook; Bob Dubman, USDA economist on farm income and finance.

**UPCOMING FEATURES** -- DeBoria Janifer reports on USDA's wheat outlook; Pat O'Leary reports on USDA's Osaka trade office; Lynn Wyvill reports on livestock and poultry.

**EVERY OTHER WEEK** -- Agriculture Update, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, transponder or channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:45 a.m., EDT, and Mondays from 8 - 8:45 a.m., EDT.*

## OFFMIKE

**A NEW SERVICE...**for listeners has been installed, says **Charles Blake** (WIKY, Evansville, Ind.). Called the "loyal listener phone," it has several categories of information, including three for the agribusiness community: ag prices; a calendar of ag events; and an ag weather advisory. The information is updated each day. You can hear it by calling (812) 422-9000. Charles says the "loyal listener phone" offers the ability for the station to provide the service whenever a listener needs the information.

**A GOOD LISTENING TOOL...**is how a long-running series of programs is described by **Rich Balvanz** (WMT, Cedar Rapids, Iowa). The station conducts interviews with 27 farmers across the state during the first days of planting and all the way through to harvest. He says it is an effective way of keeping farmers informed of conditions and developments during the production season. Rich also says the business community is showing its interest in improving farm safety by sponsoring safety announcements on the station.

### ***Farm Broadcasters Letter***



Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**FEEDBACK...**continues to be received by **Gary Cooper** (Southeast Agrinet, Ocala, Fla.) regarding a series he produced on pre- and post-emergence spraying. His goal was to target growers and consumers about the proper use of herbicides and insecticides. This time of year is the meeting season for Florida vegetable and citrus producers. Gary says a major concern he hears is the possible impact on Florida agriculture of a North American Free Trade Agreement.

**A SERIES...**on beef production and preparation was broadcast recently by **Michael Dain** (Mid America Ag Network, Wichita, Kan.). Michael says the programs provided information to both producers and consumers about the beef industry and the nutritive value of beef in the diet.

**CONGRATULATIONS...**to **Bob Bosold** (Central Ag News Network, Eau Claire, Wisc.). He has received the top honor from the Wisconsin County Agents Association at their annual banquet. June is Dairy Month. Bob plans to broadcast live from the Marshfield, Wisc., Mayor's breakfast -- for 3,000 people -- which recognizes the industry.

**VIC POWELL**

Chief, Radio and TV Division